

PROJECT NUMBER: 2306
PROJECT TITLE: Marlboro Standardization and International Support
PROJECT LEADER: Janet L. Spruill
PERIOD COVERED: September, 1988

I. MARLBORO STANDARDIZATION

- A. Objective: Analytical and subjective evaluations of production Marlboro KS/LS.
- B. Status: July 12 factory pick-up completed. Factory pick-up from 7/19 in progress. Standard Run VI for all factory locations is planned for week of October 17.
- C. Plans: Analytical and subjective testing of two production dates.

II. DOMESTIC CIGARETTE DEVELOPMENT PANEL

- A. Objective: To provide subjective direction for programs within R&D and manufacturing locations.
- B. Status: Eleven panels completed during the reporting period as well as four samples evaluated for the Menthol Aging Study. Two profiles completed and twenty-two ART samples evaluated.
- C. Plans: Provide assistance as needed.

III. PROJECT NATURAL

- A. Objective: To develop 85mm and 100mm full-flavored and lights prototypes using blend components and flavor systems which will result in a natural blended product.
- B. Status: Casings and aftercut prepared for primary run of "Limited" model. Primary run was observed.
- C. Plans: Analytical and subjective evaluations of "Limited" model.

IV. FLAVOR RESOURCE DATA BANK

- A. Objective: Creation, customization and maintenance of flavor resource and data files for use by Flavor Development Division.
- B. Status: Ten new vendor samples have been injected for subjective evaluations. Thirty flavor samples have been entered into the data base.
- C. Plans: Division updated with information.

V. INTERNATIONAL SUPPORT

International Brands Smoking Panel

- A. Objective: Subjective evaluations (rod aroma and smoking characteristics) of cigarette brands in the international market.
- B. Status: Seven panels completed.
- C. Plans: Provide assistance as needed.

PROJECT LIGHT/ULTRA

- A. Objective: Develop cigarette models at 4, 6 and 8mg with a new blend and flavor system.
- B. Status: Awaiting results of P.M.I. testing.

PROJECT MOUNT ULTRA-JAPAN

- A. Objective: Explore the use of new blends, new flavor systems and different construction styles. Cigarettes will be in the low and ultra-low category for the Japanese market.
- B. Status: Awaiting Danchi test results.

PROJECT AVALON

- A. Objective: Development of casing and aftercut systems for a regular and mentholated product for the Asian market.
- B. Status: Models using two blends, two casing systems, eight aftercuts, and two menthol application methods are being made.
- C. Plans: Evaluations of prototypes.

PROJECT STARSHIP II

- A. Objective: Produce a 12mg cigarette for the Japanese market.
- B. Status: Awaiting Danchi results.

MEXICO

- A. Objective: Modifications of existing flavor systems used.
- B. Status: Awaiting consumer testing results.

PROJECT OLYMPIC (KOREA)

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- A. Objective: Development of a product to be competitive to Pine Tree King Size.
- B. Status: Blend has been designed by Blend Development for flavor evaluations.
- C. Plans: Development of casing and aftercut sytem.

MARLBORO IMPROVEMENT PROGRAM (AUSTRALIA)

- A. Objective: Develop an Australian Marlboro subjectively closer to the U.S. Marlboro.
- B. Status: Prototypes received involving blend and flavor modifications.
- C. Plans: Evaluations of prototypes.

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